

Canada Market Profile

This summary provides the most up-to-date data available on Canada as it relates to their people and economy, travel related motivations and planning behavior and Canadian visitor profile specific to Arizona.

POPULATION:

GROSS DOMESTIC PRODUCT (GDP):

35.6 million

\$1.76 trillion (3% annual growth rate)

INFLATION RATE: 16%

EXPORTS:

EXCHANGE RATES (CAD PER USD):

S433 billion

1.31

6.5%

Source: The World Factbook, reporting 2017 estimates



Top Travel Motivators

51% Beach/Seaside Attractions

50% Cultural/Historical Attractions

47% Local Lifestyle



Source used in Destination selection for last leisure trip

62% Websites via computer or laptop

42% Recommendation from family & friends

25% Websites or applications via tablet

21% Websites or applications via mobile phone



Advance Decision Time

15% Less than a month

21% 1 to 2 months

31% 3 to 5 months

23% 6 to 12 months

6% More than 1 year



Likelihood to Travel to USA

47% In the next six months

23% 6-12 months

16% 1-2 years

7% 2-5 years from now

6% Maybe some time in the distant future

2% Not likely to ever visit



Expected Travel Party Size (next trip)

27% 1 person

45% 2 people

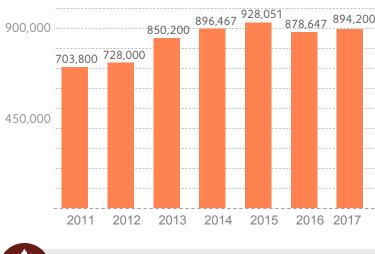
13% 3 people

14% 4+

Brand USA, reporting 2017 intercontinental traveler data



Visitation Volume to Arizona





Visitor Characteristics

17.0

Nights in Arizona

1.9 persons Average Party Size

\$1,218 party spending per trip



Mode of Entry



Visitation by Province

33% Alberta

21% Ontario

23% British Columbia **13%** Quebec

6% Saskatchewan

2% Atlantic Canada



69% Airplane

27% Auto



Main Trip Reason

84% Leisure

67% Vacation Holiday

9% Visit Friends/Relatives

6% **Other Personal Reasons**

16% Business

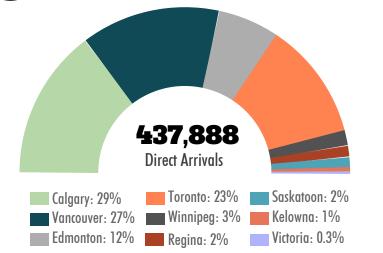
6%

Meetings 6%

Convention/Conference/Trade Show



AZ Direct Arrivals from Canadian Cities



Source:

Tourism Economics, reporting 2011-2017 data VisaVUE Travel, reporting 2017 data Statistics Canada, 2016 data

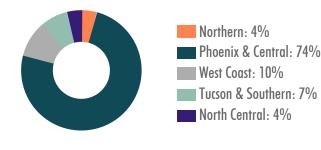
Visa Credit Card Travel Spending

of total International Travel Spending in Arizona. By Quarter

Canadian Visa Card Spending ranked #1 in 2017 with 45%







Compiled by the Arizona Office of Tourism Research Division